

Abstract

This thesis called "Printed Media Photographs ahead the Elections (Chamber of Deputies of the Czech Parliament, 2006)" brings an analysis of politicians' picture in the five quality-press newspapers ahead of the elections to the lower chamber of the Czech Parliament. This analysis uses the quantitative content analysis, follows up emergence of issues and draws comparisons among the newspapers and political parties. This thesis sums up the main aspects of the photographs in the printed media ahead of the Elections. There are up to 90 graphs that simply show the outcomes even of the multilevel analysis. Analysed daily newspapers were the following: *Hospodářské noviny*, *Mladá fronta Dnes*, *Lidové noviny*, *Právo* and *Haló noviny*. The analysis was done by means of the SPSS statistical software.